

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### **Pertech Resources, Inc.**

#### **Manufacturing-Works**

#### **Pertech Resources, Inc. Explores New Opportunities for Growth**

##### **Client Profile:**

Founded in 1971, Pertech Resources, Inc., specializes in the custom design, development and manufacture of scanners, inkjet, impact, and direct thermal printers and printer mechanisms. The company's products are widely used in the banking, gaming, money order, and kiosk markets. Pertech also offers depot-level repair and contract manufacturing services. The company employs 75 people at its facility in Riverton, Wyoming.

##### **Situation:**

Pertech Resources found itself struggling with a diminishing demand for impact printers nationwide. The company contacted Manufacturing-Works, a NIST MEP network affiliate, for assistance.

##### **Solution:**

Manufacturing-Works provided new product and market opportunities for Pertech to move beyond high impact printing with the infusion of sales training with Tom Reilly, seminars on value added selling, growth services applications involving both Profit 101 and Jump Start, and buy America opportunities. Pertech's interest in a Brazilian Forum sponsored by Manufacturing-Works allowed the company to send a delegation on a trade mission to Rio. As a result of Manufacturing-Works' assistance, Pertech has opened several opportunities in Brazil, increased exports, and developed new products to diversity their portfolio with new product sales. This has driven the confidence for new prototype development and added incentive for attending additional pilot programs in Wyoming in order to increase innovations within the company.

##### **Results:**

- \* Increased sales by \$2 million.
- \* Increased exports by 88 percent.
- \* Developed 5 new products.
- \* Opened opportunities with 5 new customers.

##### **Testimonial:**

"Manufacturing-Works has supplied us numerous tools from their toolkit that have been very effective in forcing us out of our comfort zone. Particularly eye opening was the potential in Brazilian markets and the new network partners we have cultivated there to give us renewed hope for tomorrow."

Kevin Kershnik, CEO